

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election demonstrates one more example of the dangers of media consolidation.

Sinclair, through the licensing process, agrees to serve the public interest. In pursuit of that promise, it can use the public airwaves free of charge. But when large companies dictates what a local station shows, even if those in the local area do not believe that this program is in the best interests of the general public, we get more of what's good for the bottom line and less of what we need for our democracy. Airing an anti-Kerry and inaccurate quazinews show right before the election, especially if no pro-Kerry show of similar quality is offered in a similar and timely time slot, does not serve to inform, but rather confuse the general public.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard.

Thank you for the opportunity to comment.